



**Designer by Profession,
Calligraphist by Soul,
An Artist as a Whole.**

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Profile

An Independent Brand Designer and Calligraphist having an experience of 10+ years in Advertising, Designing & Education, with specialisation in the subject of Typography & Calligraphy.

Worked with clients like Cadbury, Disney, Harper's Bazaar, Big Bazaar, Faber Castell, Bank of America in the recent past, I have been associated with leading Advertising Agencies & have taken workshops in Prestigious Schools, Art Colleges & Events.

I believe a good design is not only about 'how it looks' but also 'what it says'. Along with using the design aesthetics, I tend to create artworks that connect with the audience.

Education

BFA (APPLIED) from Rachana Sansad College of Applied Art & Craft, Mumbai (2010- 2014)

Work Highlights

- Created a Personalized Calligraphy Artwork for the NGO Myna Mahila Foundation, which was gifted to **Prince Harry & Meghan Markle** at the Royal Wedding in the year 2018.
- Logo Design for **BRICS SUMMIT INDIA 2016**.
- Multilingual Calligraphy in 11 Indian Languages for **Cadbury Dairy Milk & Cadbury Celebrations** in Association with Ogilvy, Mumbai in 2017-18
- Multilingual Indian Typography project for **Disney+ Hotstar** in collaboration with Brucira Advertising in 2020.
- Multilingual Calligraphy in 9 Indian Languages for **Big Bazaar** Campaigns in Association with DDB Mudra, Mumbai in 2016-17.
- Set of 9 Calligraphic Visuals for the **Calendar of ASK Wealth Management Ltd.** in Association with Ogilvy, Mumbai in 2016.
- Worked with **Harper's Bazaar** Magazine for creating a customised Calligraphy Visual for a Wellness Segment in the year 2018.
- Worked with Brands like, **Faber Castell, Bank of America, Shardul Amarchand Mangaldas & Co., Saffron Art Gallery** in the past 10 yrs.
- Created Brand Identity Designs for various Brands in the sectors like, **Banking & Finance, Healthcare, Real Estate, F&B, Corporate**, etc.
- Worked as an **Art Director** in a Start-up firm named Quantastic Marketing Pvt Ltd. in the year 2015- 16.
- Worked as **Visualizer** in Forecast Advertising Pvt Ltd. in 2014-15.

Awards & Recognitions

Awarded by Smt. Sushma Swaraj

Winner of the competition organized by Govt. of India of designing a Logo for BRICS Summit 2016 and was Honored in the hands of External Affairs Minister of India, Smt. Sushma Swaraj for the same.

Felicitated by Shri. Nitin Gadkari

Felicitated in the Hands of Hon. Minister of Road Transport & Highways in the Government of India Shri. Nitin Gadkari at the inaugural function of the new Logo Design of The Kalyan Janata Sahakari Bank Ltd. in the year 2022.

Felicitated by Smt. Hema Malini

Honored in the hands of Veteran Actress & MP Padma Shree Hema Malini at the launch of Brahmabodhi, Multilingual Magazine of Art & Culture in the Year 2015.

Felicitated by Shri Gautam Thakur

Felicitated by Shri. Gautam Thakur, Chairman - The Saraswat Co-Op Bank with Elite Customer Award 2016 as an appreciation for my work in the field of Design and Calligraphy.

Awarded for Best Poster Design in IIT Powai.

Awarded for Best Poster Design at International Conference Typography Day 2019 held at Industrial Design Center, IIT Powai, Mumbai.

Workshops

Conducted Typography & Calligraphy Workshops in Prestigious Schools, Art Colleges & Events.

2024 • Somaiya School of Design.

2023 • Rachana Sansad College of Applied Art & Craft.

2021 • Customised Calligraphy Module for the course "Metacognition in Graphic Design" by CiriBloom, STEM-ASTM Ltd, London.

- School of Fine Arts, MIT WPU, Pune.
- Rachana Sansad College of Applied Art & Craft.
- Vernacular Typography with Indiefolio Network.

2020 • Pearl Academy.
• Avalon International School.
• Language of Letters with Indiefolio Network.

2019 • National Calligraphy Festival of Kerala.

2018 • Callifest by APSC.
• ICAT Design and Media College, Bangalore.

2017 • ICAT Design College, Hyderabad & Chennai.

Seminars & Dialogues

- **Speaker at TEDx 2021** hosted by VIT, Mumbai .
- **Panellist at India-China Artist Dialogue & Art Exchange Exhibition 2019** organized by O.P Jindal University, Delhi.
- **Speaker at BANKO Awards 2023**, Daman.
- **Panellist at 'Callifest 2018'**, Flagship event of Achyut Palav School of Calligraphy.
- Mentor for 'Portfolio Day', an event by Indiefolio at **Industrial Design Centre, IIT Mumbai** to review the work of the Students of B.Des & M.Des.
- Panellist at **National Calligraphy Festival of Kerala**.
- Speaker at a Seminar "**Creator Conversations**", an event by Indiefolio held at Todi mill socials, Mumbai.

Exhibitions & Paintings

- Exhibited Calligraphy Paintings and was a part of **India-China Artist Dialogue & Art Exchange Exhibition 2019** organized by O.P Jindal University, Delhi which was inaugurated by Hon. Chinese Ambassador to India, H.E. Sun Weidong.
- Exhibited Calligraphy Painting at **Cheongju Jikji World Calligraphy Exhibition -2019 and 2020, South Korea** organized by the World Calligraphy Association.
- Exhibited a set of 6 Calligraphy Paintings of 2 x 5 ft each at **KaChaTaThaPa, National Calligraphy Festival of Kerala 2019**.
- Exhibited Paintings at **Callifest 2018**, a National Calligraphy Festival organized by Achyut Palav School of Calligraphy.
- Exhibited Calligraphy on Mirror in a Campaign exhibit named "**Change the Canvas**", by **Faber Castell & Indiefolio**.
- Swarakshara, a set of 7 paintings based on 7 Swaras.
- Series on Paintings on Zoomorphic Calligraphy, Mantras & more.

Interviews & Publications

- Featured and shared space with brilliant designers and artists in India's one of the Finest Design Magazine, **Pool India Edition 102**.
- Featured in a '**50 Renowned Calligraphy Artists**', a Coffee Table book named Art Affairs & shared space with renowned Indian calligrapher educators, and practicing calligraphy artists.
- Featured in **Times of India, Indian Express, Maharashtra Times**, on occasion of the Logo launch of BRICS 2016.
- Interviewed by **Zee 24 Taas** a popular Marathi News channel.
- Interviewed by **BBC Marathi** a popular Marathi News channel.
- Interviewed for a series **Behind the Advertising**, by Sukrut Media.
- Featured in "**Campaigns of the World**" for a tribute to Global Brands on the account of "National Parents Day."
- Featured in **Top 10 Artists** who paid tribute to Dr. APJ Abdul Kalam.